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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

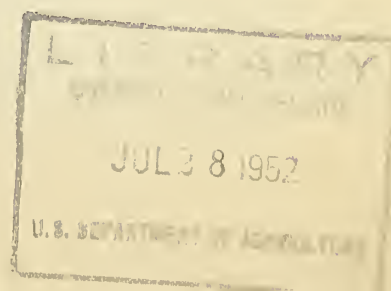
IN

MAY 1952

United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington 25, D. C.
June 1952

Agriculture--Washington



FOREWORD

This report presents data on consumer purchases during May 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act (RMA Title II).

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
MAY 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

The equivalent of about 7,000,000 boxes of oranges were purchased by householders during May 1952 in the form of fresh fruit, frozen concentrated, and canned single strength orange juices. This represented an increase of 35 percent over purchases during the same month of 1951. Household purchases of fresh oranges were about the same as in May a year ago but purchases of frozen concentrated orange juice more than doubled. Canned single strength orange juice purchases amounted to 1,615,000 cases, 28 percent more than a year ago. Prices paid by consumers for oranges, as well as for frozen and canned orange juices, continued substantially below the levels of May 1951.

Purchases of grapefruit, frozen concentrated, and canned grapefruit juices by householders were equal to 2,909,000 boxes of fruit during May, 26 percent more than in May last year. Fresh grapefruit purchases were 39 percent larger than a year ago and those of canned single strength grapefruit juice increased 17 percent. Frozen concentrated grapefruit juice purchases by householders were somewhat less in May than a year earlier.

Household purchases of lemons and lemon products increased in May to the equivalent of 445,000 boxes of fruit, reflecting the greater use of lemons during the summer months. This was the largest monthly total since August. Householders bought 308,000 boxes of lemons in May, compared with 314,000 boxes a year ago. Canned lemon juice purchases amounted to 67,000 cases, compared with 63,000 cases in May 1951. Purchases of shelf-pack and frozen lemonade bases totaled 252,000 gallons in May, an increase of 70 percent, compared with the preceding month.

During May, purchases of most canned single strength juices except grapefruit juice were about the same or somewhat smaller than in April, totaling 4 percent less. Prices changed very little. Compared with a year ago, purchases of the major canned citrus juices increased substantially, large increases also were reported for grape and pineapple juices, and moderate increases for most other canned single strength juices.

Purchases of dried prunes by householders totaled 5,112 tons during May, almost one-fifth more than in the same month last year. Prices consumers paid averaged 24.7 cents per pound, somewhat less than in May 1951. Purchases of dried peaches--305 tons--were relatively unchanged from a year ago, although prices averaged slightly lower. Dried apricot purchases--371 tons--were only about half as large as in May 1951 but prices paid were the highest reported for any month in this series. Purchases of domestic dates were nearly double those of a year ago but those of imported dates were almost unchanged. Prices paid for domestic dates averaged about 3 cents per pound less than in May a year ago, while prices paid for imported dates averaged slightly higher.

FROZEN JUICES AND ADE BASES

Household purchases of frozen concentrated orange juice increased to the record level of 3,812,000 gallons during May 1952, about 14 percent more than in April and more than double the amount bought in May 1951 (fig. 4). Purchases were made at an average of 14.8 cents per 6-ounce can during the month--the lowest average for any month to date and almost 2 cents per can less than in April.

Slightly more than 1 out of every 4 families bought frozen concentrated orange juice during the month, compared with only about 1 out of 6 families during the same month last year--or an increase of about 40 percent in the number of families that purchased (table 1). The total amount of frozen concentrated orange juice purchased for the season to date (October 1951-May 1952) exceeded that of the same period a year ago by about 70 percent as a result of both an increase in the number of families buying and an increase in the volume purchased per buying family.

Frozen lemonade base purchases by householders amounted to 212,000 gallons during May, an increase of more than 60 percent over purchases in April. About 4 percent of all families bought frozen lemonade base during the month, an increase from April. Prices paid averaged 15.1 cents per 6-ounce can, almost unchanged from the previous month (table 1).

Frozen concentrated grape juice purchases by householders totaled 181,000 gallons in May, somewhat less than in the two preceding months. Prices paid averaged 22 cents per 6-ounce can, slightly lower than in April (table 1). The proportion of families buying--3.5 percent--was unchanged from April but slightly larger than a year ago.

CANNED JUICES

Householders bought a total of 7,746,000 cases (equivalent No. 2 cans) of all canned single strength juices in May 1952, about 4 percent less than in April but 17 percent more than in May 1951 (table 2). Compared with April, purchases in May of all canned single strength juices except grapefruit, tangerine, lemon, and grape juices declined slightly. Prices changed very little.

Household purchases of canned single strength orange juice amounted to 1,615,000 cases (equivalent No. 2 cans) in May, 11 percent less than in April but 28 percent more than in May a year ago (fig. 5). Consumers paid an average of 25 cents per 46-ounce can for orange juice in May, almost unchanged from the preceding month but one-fourth less than the average a year ago. About 15 percent of all families bought canned orange juice during May, compared with almost 16 percent in April, and buying families purchased an average of 2 1/3 of the 46-ounce cans, about 5 ounces less than in April. For the season to date (October 1951-May 1952), household purchases of canned single strength orange juice totaled almost 30 percent more than in these months last season.

Canned single strength grapefruit juice purchases by householders amounted to 1,091,000 cases (equivalent No. 2 cans) in May, 10 percent more than in April and 17 percent more than in May a year ago (fig. 5). Consumers paid an average of about 21 cents per 46-ounce can for grapefruit juice in May, almost 1 cent per can less than in April and almost one-fourth less than the average of 28 cents in May last year. The increase in purchases of grapefruit juice in May was due entirely to a larger proportion of families buying--10 percent, compared with 9 percent in April. During October 1951-May 1952, household purchases of canned single strength grapefruit juice were about the same as during these months a year earlier.

Householders bought 460,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice during May 1952. This was the smallest volume purchased in any month since December but exceeded purchases in May last year by 14 percent (fig. 5). Consumers paid an average of about 24 cents per 46-ounce can for orange-grapefruit blended juice in May, practically the same as in April but almost 9 cents per can less than in May 1951. Purchases during October 1951-May 1952 were about 7 percent larger than during these months last season.

Household purchases of canned tomato juice in May amounted to 1,743,000 cases (equivalent No. 2 cans), slightly less than in April but 13 percent more than in May a year ago (table 2). This was the largest volume of any canned single strength juice purchased during the month. Householders paid an average of about 27 cents per 46-ounce can for tomato juice in May, practically the same as in April but 1 cent per can less than a year ago. About one-fifth of all families bought tomato juice during May, almost unchanged from the proportion that bought in April and the largest proportion that purchased any canned single strength juice during the month. Buying families purchased an average of 1.8 of the 46-ounce cans during May, considerably less than the average purchases per buying family for canned orange and grapefruit juices.

Canned pineapple juice purchases by householders in May amounted to 1,279,000 cases (equivalent No. 2 cans). May purchases exceeded those of a year ago by one-fourth (table 2). However, this marked the third consecutive month in which pineapple juice purchases decreased slightly, compared with the preceding month. The decrease in May was accounted for by smaller average purchases per buying family.

Householders bought the equivalent of 67,000 cases of No. 2 cans of canned and bottled lemon juice during May, 11,000 cases more than in the preceding month and 4,000 cases more than in May last year. Consumers paid an average of almost 10 cents per 5 1/2-ounce can for lemon juice in May, the same as in April but slightly less than in May a year ago.

Household purchases of prune juice in May were the equivalent of 379,000 cases of No. 2 cans, 9 percent less than in the preceding month but 7 percent more than in May 1951 (fig. 9). Householders paid an average of 32 cents per 32-ounce bottle for prune juice in May, practically the same as a month earlier and in May a year ago.

FRESH CITRUS FRUIT

Householders purchased a total of 2,846,000 boxes of fresh oranges during May 1952; slightly more than in May of the two preceding seasons but 8 percent less than in April (fig. 1). This was considerably smaller than the decline of 18 percent from April to May in 1951 and 13 percent in May 1950. Household purchases of Florida oranges amounted to 1,521,000 boxes in May, exceeding purchases in May a year ago and in May 1950 by more than one-fifth (fig. 6). Household purchases of California-Arizona oranges, on the other hand, amounted to 885,000 boxes in May, one-fourth less than a year ago and slightly less than in May 1950.

Householders paid an average of 42 cents per dozen for California-Arizona oranges and 35 cents for Florida oranges in May. These averages, both for California-Arizona and for Florida oranges, were 10 cents per dozen below those of May a year ago and 11 cents below the May 1950 averages. The average price paid for California-Arizona oranges in May was the lowest reported for any month this season, while that paid for Florida oranges was practically unchanged from other recent months.

About 44 percent of all families purchased oranges during May, a slightly smaller proportion than in May of the two preceding seasons (table 3). A somewhat larger proportion of families, however, bought Florida oranges than in May 1951 or May 1950. Families that bought California-Arizona oranges in May purchased an average of 2 dozens during the month, while those that bought Florida oranges purchased an average of 2 1/3 dozens during the month.

For the months of October 1951-May 1952, household purchases of California-Arizona oranges were about 9 percent below those of the corresponding months last season, while purchases of Florida oranges were about 15 percent larger.

Householders bought 1,760,000 boxes of fresh grapefruit in May 1952, compared with 1,263,000 boxes in May a year ago and 861,000 boxes in May 1950 (fig. 2). Although household purchases of grapefruit in May were 15 percent below those in April, this decrease was relatively small, compared with the decreases of about 24 percent during the corresponding period of the two preceding seasons.

Consumers paid an average of 84 cents per dozen for grapefruit in May, moderately more than in March and April but 10 cents per dozen less than in May 1951 (fig. 7). About 28 percent of all families bought grapefruit during May, compared with 26 percent in May last year and 20 percent in May 1950. Families buying grapefruit in May 1952 purchased an average of 10 grapefruit during the month. Household purchases of grapefruit during October 1951-May 1952 exceeded those of this period last season by about 10 percent.

Consumers bought 308,000 boxes of lemons in May, almost equal to purchases in May 1951 and May 1950 (fig. 8). Household purchases of lemons in May exceeded those in April by 23 percent, compared with increases of about 28 percent during the corresponding period in the past 2 years.

Householders paid an average of 44 cents per dozen for lemons in May, practically unchanged from April or a year earlier. About 24 percent of all families bought lemons in May. This was a slightly smaller proportion than last May or May 1950. Buying families purchased an average of almost 11 lemons during May.

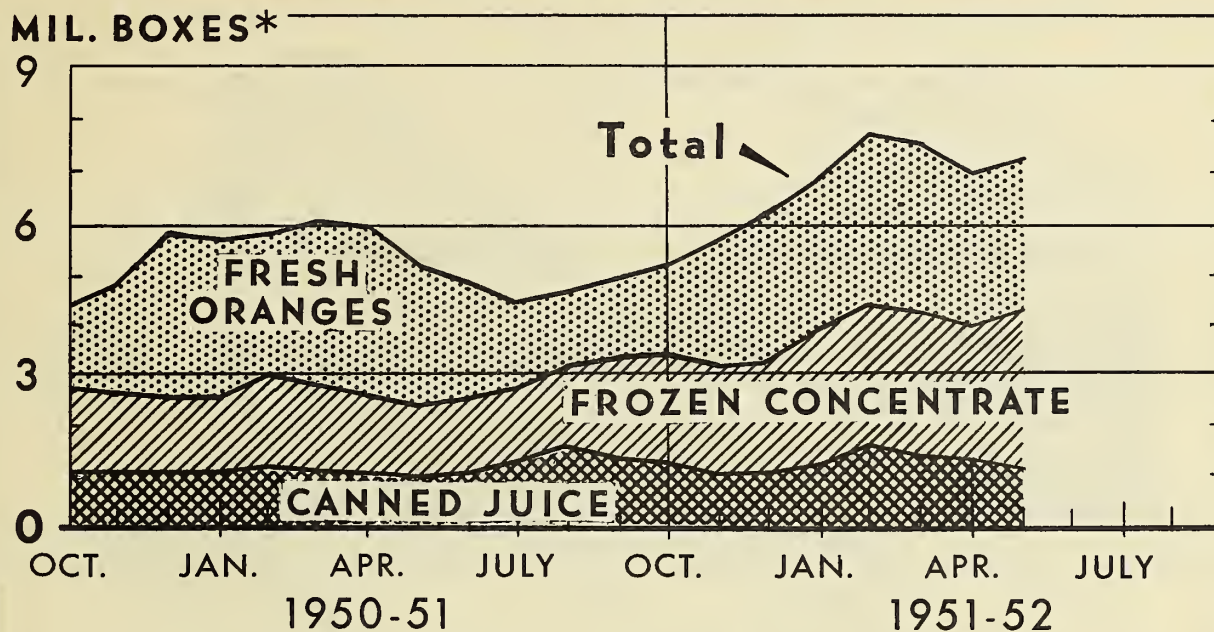
DRIED FRUITS

Dried prune purchases by householders amounted to 5,112 tons during May 1952, 16 percent less than in April but 19 percent more than in May last year (fig. 9). Householders paid an average of 24.7 cents per pound for dried prunes during the month, about the same as in April but 2 cents per pound less than in May 1951. The percentage of families that bought dried prunes--11.3 percent--was almost unchanged from a year ago. More frequent purchases per buying family accounted primarily for the increase in the quantity bought, compared with the same month last year, since the amount bought per purchase was almost unchanged. For the period October 1951-May 1952, household purchases exceeded those of the same months a year ago by about 8 percent.

During May, householders bought 371 tons of dried apricots, only about half as much as in May a year ago. Householders bought about the same quantity of dried peaches--305 tons--as in May last year (table 4). While prices paid for dried peaches averaged about 41.5 cents per pound, almost 2 cents less than a year ago, the average of 64 cents per pound paid for dried apricots was up 4 cents from the same month last year and was the highest average reported since this series began.

Householders bought 1,169 tons of dates during May 1952, an increase of 44 percent over purchases in this month last year (table 4). The increase was almost entirely the result of larger purchases of domestic dates--814 tons, compared with 428 tons in May 1951 (fig. 10). Imported date purchases of 288 tons were almost unchanged from a year ago. Consumers paid an average of 28.5 cents per pound for domestic dates, slightly more than in April but 3 cents less than in May 1951. Prices paid for imported dates averaged 46.1 cents per pound, slightly higher than in this month last year. The gain in purchases of domestic dates was largely the result of an increase in the number of families buying these dates. For the 8-month period, October 1951-May 1952, household purchases of domestic dates exceeded those of the corresponding period a year ago by 44 percent.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.-- Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

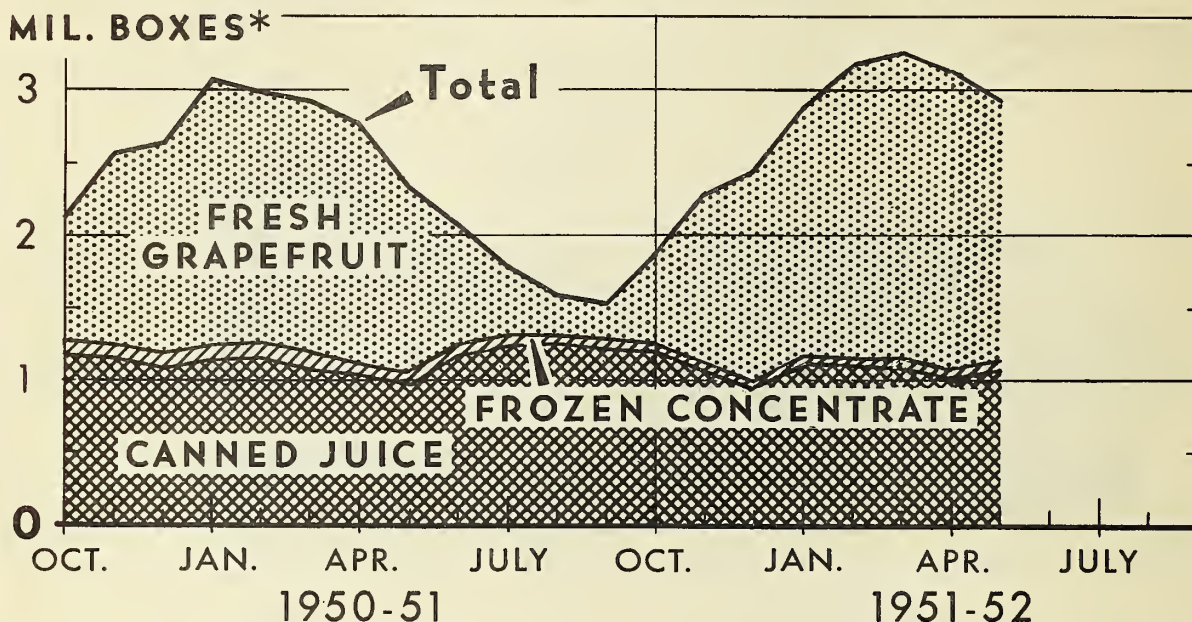
Period	Fresh oranges		Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,824	1,686	2,043	1,605	1,312	1,068	5,179	4,359
November	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
December	3,127	3,415	2,051	1,412	1,033	1,056	6,211	5,883
October-December 3/	8,202	7,985	6,676	4,938	3,649	3,464	18,527	16,387
January	3,101	3,216	2,551	1,463	1,289	1,050	6,941	5,729
February	3,275	3,083	2,790	1,619	1,607	1,141	7,672	5,843
March	3,301	3,375	2,752	1,600	1,399	1,119	7,452	6,094
October-March 3/	18,775	18,498	15,463	10,044	8,358	7,058	42,596	35,600
April	3,103	3,401	2,628	1,546	1,310	1,043	7,041	5,990
May	2,846	2,796	2,993	1,440	1,168	944	7,007	5,180
June		2,296		1,444		1,013		4,753
October-June 3/		27,632		14,841		10,284		52,757
July		1,749		1,383		1,306		4,438
August		1,478		1,573		1,570		4,621
September		1,656		1,929		1,361		4,946
Season 3/		32,955		20,142		14,892		67,989

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

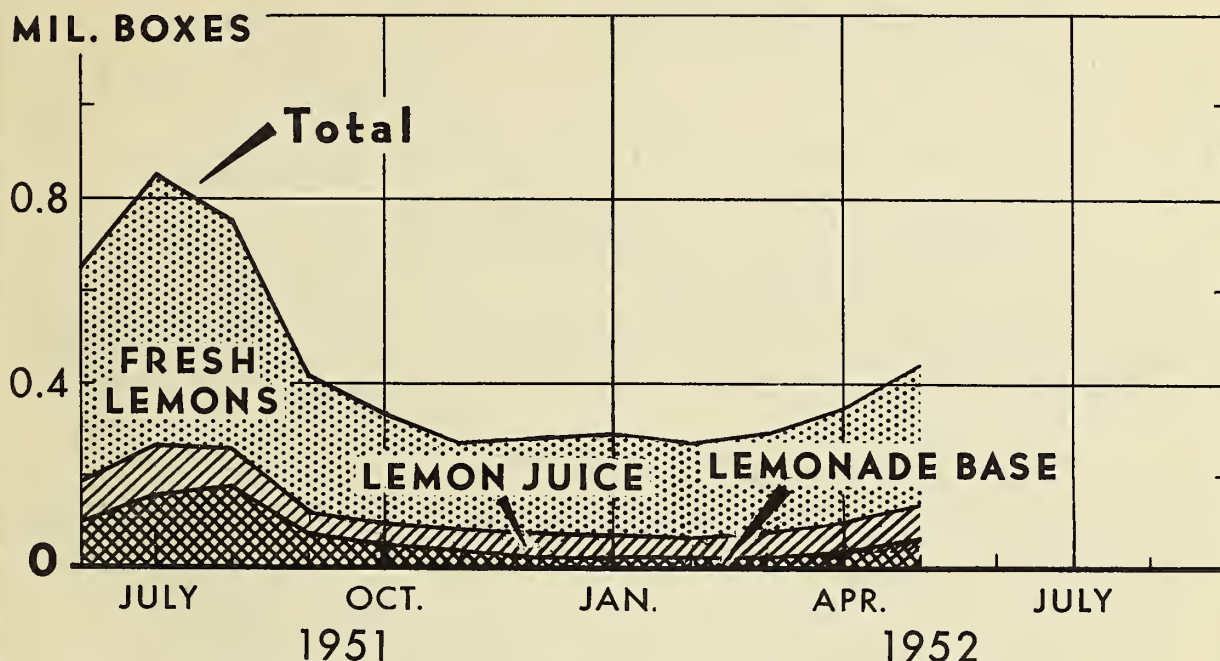
Period	Fresh grapefruit		Frozen concentrated : grapefruit juice 1/		Canned single- strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	606	830	66	105	1,201	1,181	1,873	2,116
December	1,182	1,319	57	98	1,055	1,151	2,294	2,568
October-December 3/	1,453	1,425	57	102	934	1,096	2,444	2,623
January	3,638	3,925	200	335	3,478	3,756	7,316	8,016
February	1,732	1,810	58	101	1,110	1,139	2,900	3,050
March	2,033	1,709	57	107	1,099	1,152	3,189	2,968
October-March 3/	2,113	1,713	62	125	1,082	1,081	3,257	2,919
April	10,026	9,687	386	698	7,056	7,431	17,468	17,816
May	1,732	1,810	58	101	1,110	1,139	2,900	3,050
June	2,061	1,660	54	87	1,018	1,017	3,133	2,764
October-June 3/	1,760	1,263	66	82	1,083	969	2,909	2,314
July	804	804		94		1,155		2,053
August	13,687		989		10,847		25,523	
September	455		84		1,232		1,771	
Season 3/	267		70		1,247		1,584	
	246		73		1,217		1,536	
	14,745		1,236		14,873		30,854	

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, June 1951 to date

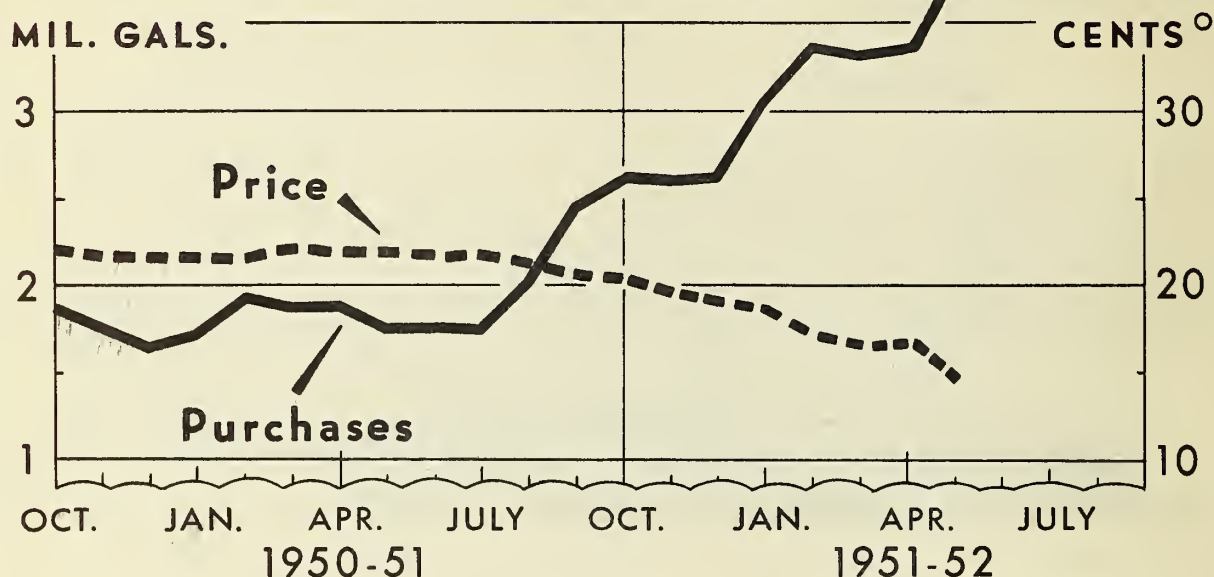
Period	Lemon juice	Lemonade bases			Fresh lemons	Total
	1/	Frozen	Shelf pack	Total		
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1951						
June	90	75	16	91	466	647
July	108	129	27	156	584	848
August	85	148	23	171	497	753
September	47	55	11	66	300	443
October	47	40	5	45	236	328
November	47	27	4	31	192	270
December	48	19	3	22	209	279
October-December 2/	160	92	14	166	683	949
1952						
January	53	22	2	24	206	283
February	45	18	5	23	202	270
March	51	21	4	25	218	294
October-March 2/	318	156	26	182	1,369	1,869
April	60	33	5	38	251	349
May	72	55	10	65	308	445
June						
October-June 2/						

1/ Prior to October 1951 includes canned single strength lemon juice only. Beginning with October 1951 includes, in addition, small quantities of frozen concentrated and frozen single strength juice.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS °PER CAN OF 6 OUNCES
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

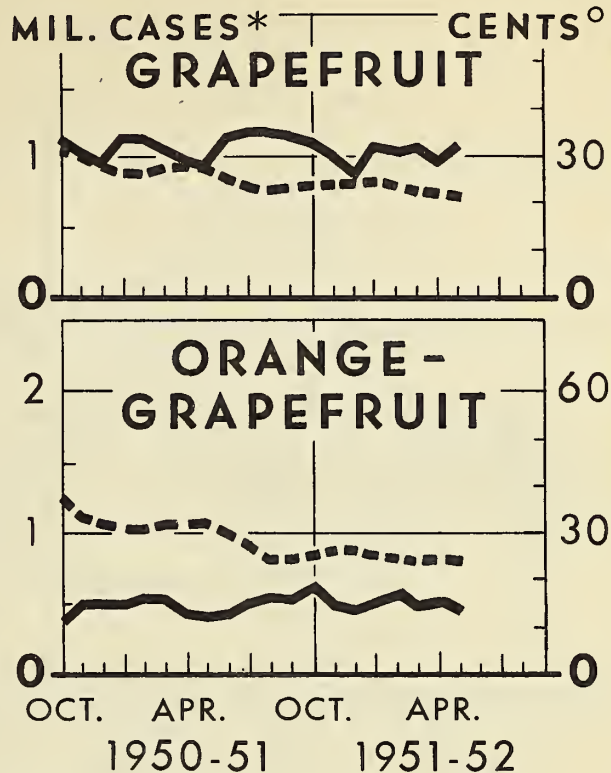
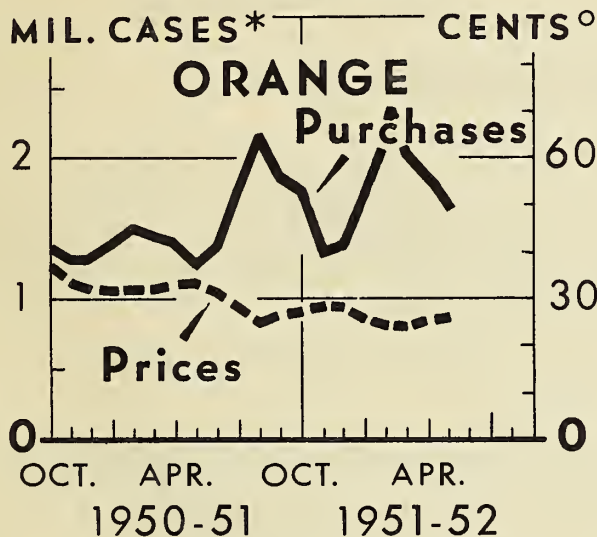
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	1,000 gallons	1,000 gallons	Cents	Cents
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December	2,619	1,638	19.1	21.6
October-December 1/	8,528	5,747		
January	3,060	1,716	18.2	21.6
February	3,358	1,917	16.7	21.5
March	3,314	1,872	16.3	22.1
October-March 1/	19,096	11,752		
April	3,350	1,892	16.5	21.9
May	3,812	1,768	14.8	21.9
June		1,775		21.6
October-June 1/		17,635		
July		1,756		21.8
August		2,022		21.3
September		2,470		20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

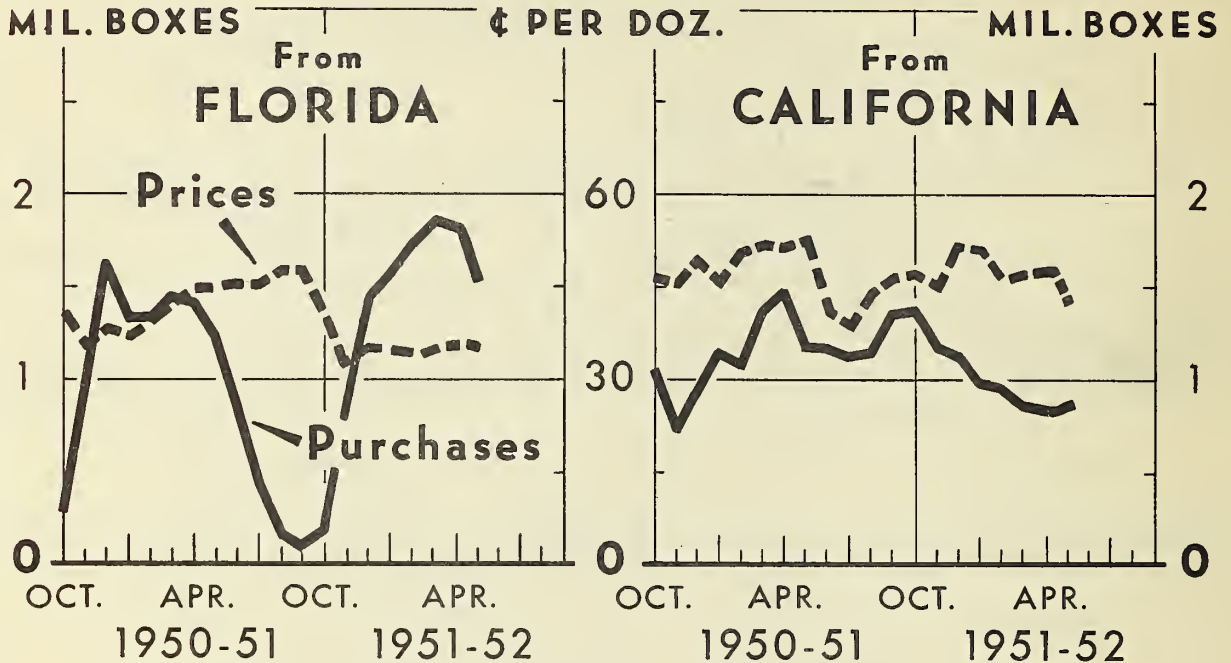
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1951-52:	1950-51:	1951-52:	1950-51:	1951-52:	1950-51:	1951-52:	1950-51:	1951-52:	1950-51:	1951-52:	1950-51:
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
November	1,325	1,284	28.3	33.7	996	1,022	23.7	30.3	477	489	26.2	33.7
December	1,377	1,272	28.2	32.1	868	956	23.8	28.5	448	499	25.8	31.6
October-December 2/	4,830	4,248			3,240	3,390			1,656	1,485		
January	1,812	1,368	26.6	31.5	1,068	1,138	24.0	27.3	528	499	25.3	31.1
February	2,309	1,480	24.6	32.0	1,041	1,135	23.1	27.0	557	536	24.4	30.7
March	2,016	1,456	24.4	32.3	1,062	1,049	22.2	27.8	474	537	23.4	31.8
October-March 2/	11,570	8,931			6,692	7,012			3,343	3,193		
April	1,817	1,403	24.9	33.2	988	975	21.9	28.4	506	429	24.0	32.0
May	1,615	1,261	25.1	33.3	1091	931	21.2	28.0	460	405	23.7	32.3
June		1,358		31.0		1,138		25.6		426		30.1
October-June 2/		13,251				10,325				4,557		
July		1,775		28.1		1,192		23.8		499		27.7
August		2,166		25.1		1,190		22.6		537		24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/		19,540				14,179				6,267		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

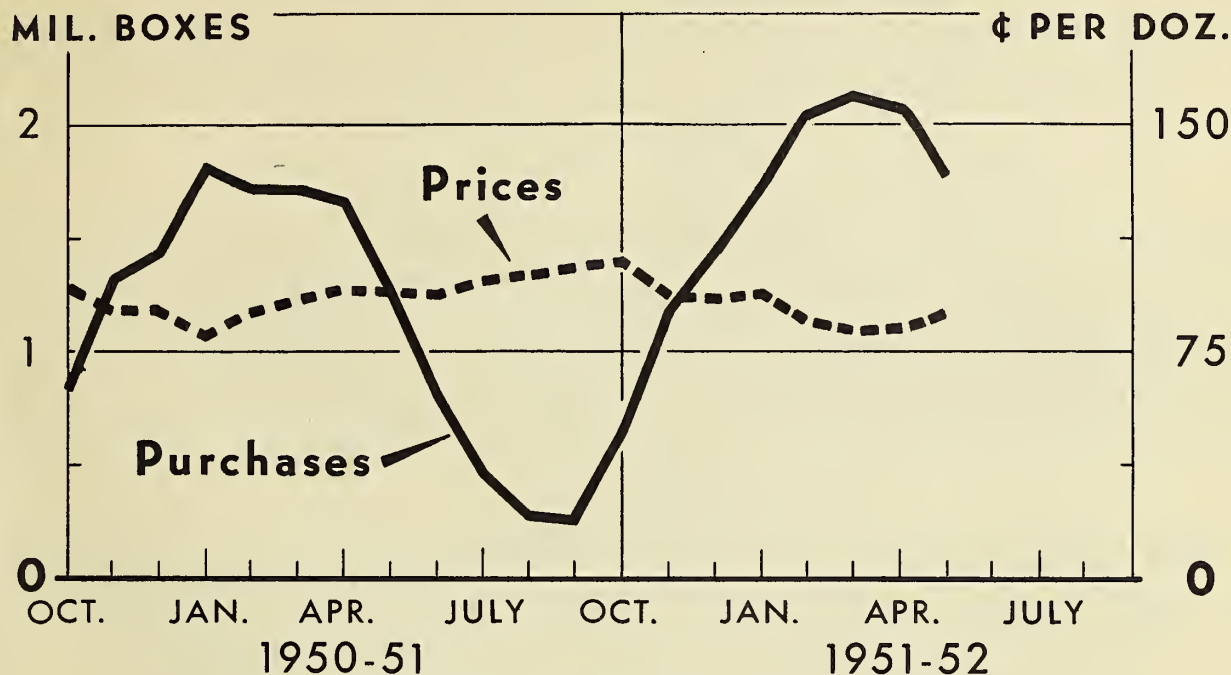
Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	166	278	40.7	40.5	1,371	1,045	47.0	46.5
November	981	999	32.8	35.6	1,186	738	45.2	45.4
December	1,468	1,640	34.8	38.3	1,116	938	50.8	49.4
October-December 1/	2,921	3,247			3,874	2,865		
January	1,565	1,333	34.6	36.8	974	1,152	50.5	45.9
February	1,735	1,327	34.0	39.4	956	1,074	46.5	50.7
March	1,869	1,451	34.8	42.1	862	1,370	46.6	52.1
October-March 1/	8,572	7,713			6,917	6,797		
April	1,809	1,412	35.3	44.6	826	1,472	47.2	51.8
May	1,521	1,243	35.2	45.1	885	1,171	42.2	52.3
June		830		45.7		1,160		41.0
October-June 1/		11,458				10,859		
July		408		44.8		1,123		38.6
August		149		48.3		1,143		44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48347-XX BUREAU OF AGRICULTURAL ECONOMICS

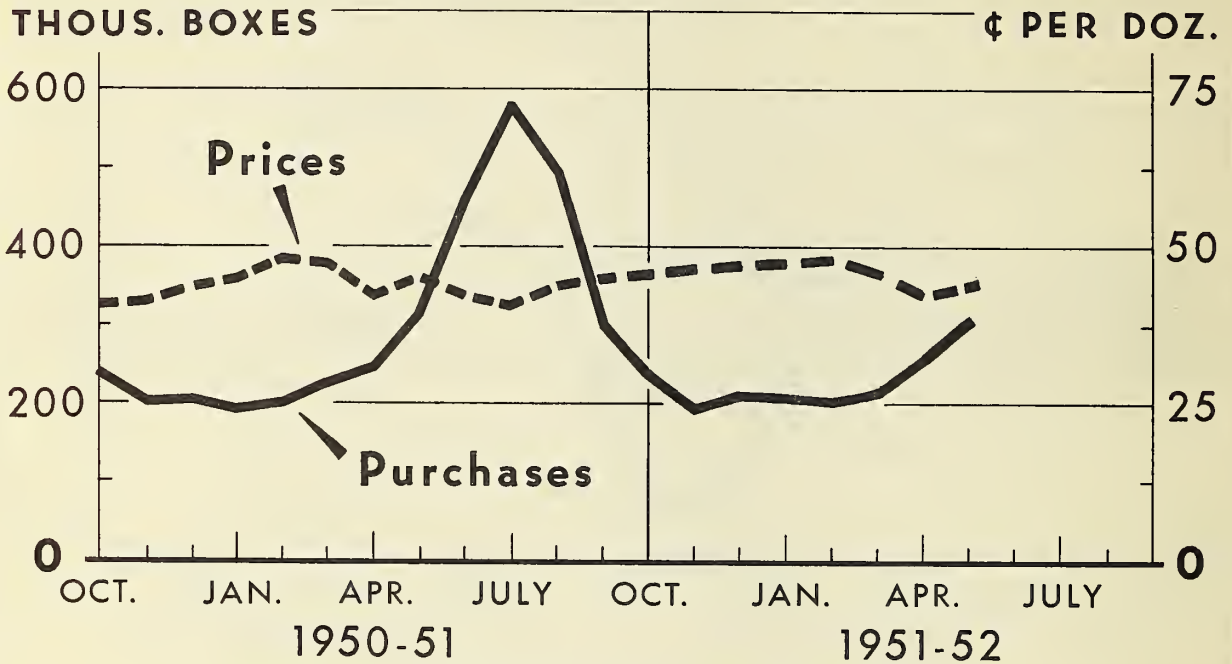
Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December	1,453	1,425	92.4	88.5
October-December 1/	3,638	3,925		
January	1,732	1,810	90.7	80.6
February	2,033	1,709	84.1	87.3
March	2,113	1,713	81.8	91.8
October-March 1/	10,026	9,687		
April	2,061	1,660	83.0	94.0
May	1,760	1,263	84.4	94.3
June		804		93.7
October-June 1/		13,687		
July		455		97.8
August		267		100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

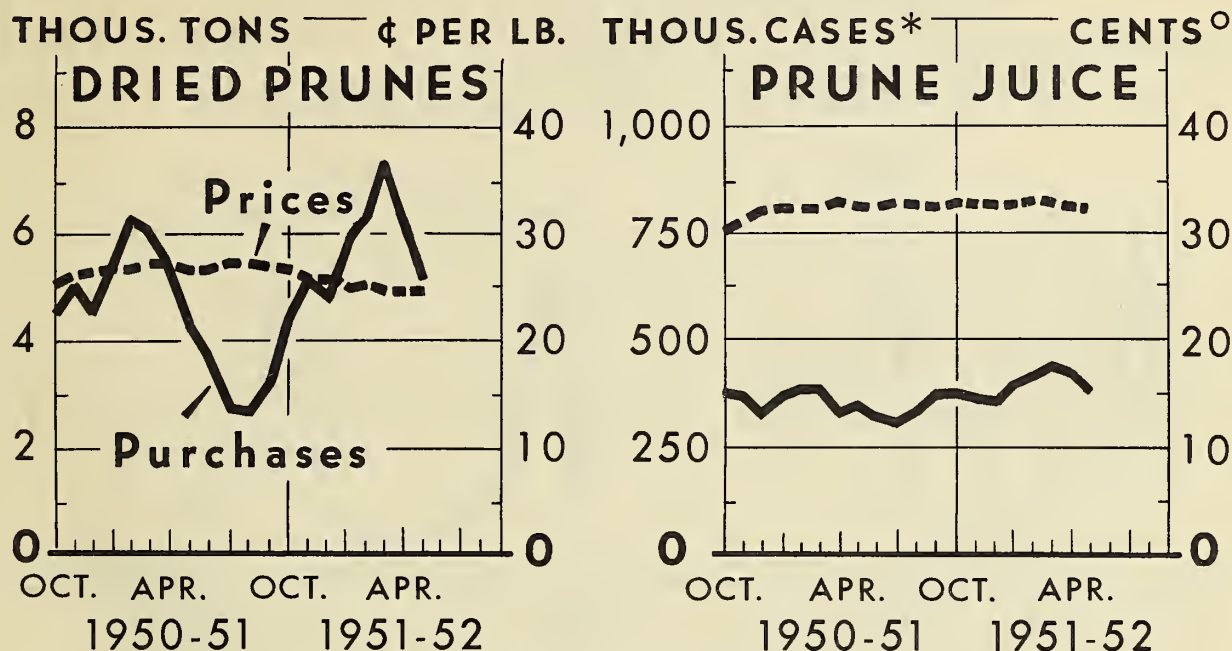
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	236	236	45.2	40.5
November	192	201	46.7	40.8
December	209	204	46.8	42.8
October -December 1/	683	691		
January	206	193	47.4	44.8
February	202	200	47.8	48.1
March	218	224	45.9	46.9
October-March 1/	1,369	1,365		
April	251	246	42.9	42.3
May	308	314	44.2	44.5
June		466		41.8
October-June 1/		2,508		
July		584		40.4
August		497		43.5
September		300		45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's ^o CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

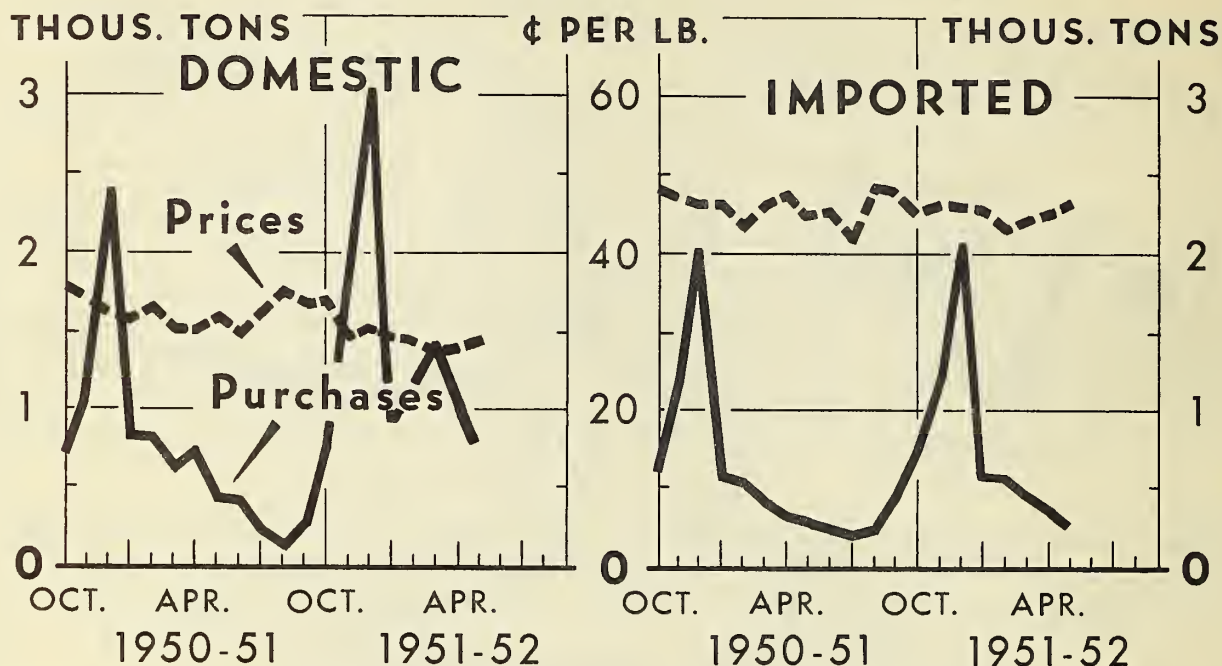
Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	<u>Tons</u>	<u>Tons</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 cases 1/</u>	<u>1,000 cases 1/</u>	<u>Cents</u>	<u>Cents</u>
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,184	4,996	25.8	26.0	362	373	32.5	30.9
December	4,793	4,541	25.4	26.4	357	328	32.5	32.0
October-December 2/	15,871	15,625			1,220	1,189		
January	5,884	5,364	25.0	26.6	396	368	32.3	32.2
February	6,292	6,318	25.1	26.7	415	387	32.9	32.3
March	7,276	6,075	24.5	27.1	435	386	32.5	32.4
October-March 2/	37,068	35,037			2,578	2,439		
April	6,110	5,405	24.5	27.1	417	334	32.2	32.9
May	5,112	4,304	24.7	26.7	379	354	32.1	32.6
June		3,667		26.8		324		32.4
October-June 2/		49,393				3,528		
July		2,686		27.2		307		32.7
August		2,639		27.3		328		32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December	3,041	2,371	30.6	32.0	2,069	2,029	45.7	46.6
October-December 1/	6,251	4,643			4,456	4,153		
January	939	815	29.3	31.7	559	562	46.0	46.6
February	1,086	824	28.9	32.8	555	537	43.3	43.6
March	1,407	625	27.3	30.3	446	410	44.3	46.4
October-March 1/	9,917	7,077			6,146	5,805		
April	1,072	725	27.9	30.0	362	315	45.2	47.7
May	814	428	28.5	31.7	288	284	46.1	45.0
June		413		29.7		240		45.5
October-June 1/		8,714				6,695		
July		226		32.7		209		41.9
August		133		35.2		237		48.7
September		263		33.6		441		48.2
Season 1/		9,408				7,686		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices and ade bases: U. S. total consumer purchases, percentage of families buying, and average prices, May 1952, April 1952, and May 1951 ^{1/}

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
<u>Frozen concentrated juices</u>			
Orange juice			
May 1952	3,812	25.7	14.8
April 1952	3,350	24.5	16.5
May 1951	1,768	18.3	21.9
Grape juice			
May 1952	181	3.5	22.0
April 1952	191	3.5	22.7
May 1951	127	2.9	23.7
Total ^{2/}			
May 1952	4,184	27.0	
April 1952	3,690	25.8	
May 1951	2,123	20.1	
<u>Ade bases</u>			
Frozen			
Lemonade base			
May 1952	212	4.0	15.1
April 1952	129	2.3	15.5

^{1/} Each month represents a 4-week period.

^{2/} Total includes purchases of frozen concentrated grapefruit and orange-grapefruit blended juices and a small amount of purchases of other concentrates.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, May 1952, April 1952, and May 1951 ^{1/}

Commodity	Consumer purchases: cases of 24 No. 2's 1,000 cases	Percentage of families buying Percent	Average price per 46-oz. can 2/ Cents
Orange			
May 1952	1,615	15.2	25.1
April 1952	1,817	15.9	24.9
May 1951	1,261	12.9	33.3
Grapefruit			
May 1952	1,091	10.2	21.2
April 1952	988	9.2	21.9
May 1951	931	11.0	28.0
Orange-grapefruit blend			
May 1952	460	4.9	23.7
April 1952	506	5.6	24.0
May 1951	405	5.4	32.3
Lemon			
May 1952	67	3.3	9.8
April 1952	56	2.8	9.8
May 1951	63	3.5	10.4
Tomato			
May 1952	1,743	20.3	27.1
April 1952	1,808	20.5	27.3
May 1951	1,547	18.9	28.2
Pineapple			
May 1952	1,279	16.7	28.3
April 1952	1,310	16.3	28.6
May 1951	1,023	14.2	36.4
Prune			
May 1952	379	5.9	32.1
April 1952	417	6.3	32.2
May 1951	354	5.8	32.6
Total 3/			
May 1952	7,746	54.1	
April 1952	8,028	54.0	
May 1951	6,636	51.0	

^{1/} Each month represents a 4-week period.

^{2/} Except lemon juice, 5¹/₂-ounce can; and prune juice, 32-ounce bottle.

^{3/} Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Source: National Consumer Panel of Industrial Surveys Company

Table 3.--Fresh citrus fruits: U. S. total consumer purchases,
percentage of families buying, and average prices,
May 1952, April 1952, and May 1951 ^{1/}

Commodity	Consumer purchases	Percentage of families buying	Average price per dozen
	<u>1,000 boxes</u>	<u>Percent</u>	<u>Cents</u>
Oranges			
California-Arizona			
May 1952	885	18.1	42.2
April 1952	826	13.4	47.2
May 1951	1,171	25.4	52.3
Florida			
May 1952	1,521	23.6	35.2
April 1952	1,809	27.7	35.3
May 1951	1,243	19.9	45.1
Total ^{2/}			
May 1952	2,846	44.4	38.1
April 1952	3,103	48.9	39.3
May 1951	2,796	48.1	48.6
Grapefruit			
California-Arizona			
May 1952	215	3.8	78.2
April 1952	223	3.5	78.4
May 1951	187	3.8	75.6
Florida			
May 1952	970	16.1	85.3
April 1952	1,180	19.0	82.8
May 1951	659	13.0	98.4
Total ^{3/}			
May 1952	1,760	28.3	84.4
April 1952	2,061	32.6	83.0
May 1951	1,263	25.8	94.3
Lemons			
May 1952	308	24.3	44.2
April 1952	251	21.9	42.9
May 1951	314	27.0	44.5

^{1/} Each month represents a 4-week period.

^{2/} Includes purchases of Texas oranges and those which were not identified as to origin.

^{3/} Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying, and average prices, May 1952, April 1952, and May 1951 ^{1/}

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	Tons	Percent	Cents
Apricots			
May 1952	371	1.9	64.3
April 1952	528	2.8	60.9
May 1951	658	3.0	59.9
Dates			
Domestic			
May 1952	814	2.5	28.5
April 1952	1,072	3.0	27.9
May 1951	428	1.5	31.7
Imported			
May 1952	288	1.8	46.1
April 1952	362	2.4	45.2
May 1951	284	1.8	45.0
Total 2/			
May 1952	1,169	4.5	33.2
April 1952	1,609	5.8	31.8
May 1951	813	3.5	35.8
Peaches			
May 1952	305	1.4	41.5
April 1952	517	2.2	42.7
May 1951	317	1.4	43.4
Prunes			
May 1952	5,112	11.3	24.7
April 1952	6,110	14.2	24.5
May 1951	4,304	11.2	26.7

^{1/} Each month represents a 4-week period.

^{2/} Includes purchases of dates which were not identified by origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.---Canned single strength juices: U. S. total consumer purchases and average prices, May 1952 (4-week period)

Commodity	Purchases				Average prices			
	Percentage of all:		Average per		Per actual		Per equivalent	
	families buying:	1,000 cases 1/	Number	Size of average purchase:	unit	Cents	No. 2 can	Cents
	Percent			Ounces	Size			
Canned juices								
Orange	15.2	1,615	1.7	63.5	46 oz.	25.1	10.3	
Grapefruit	10.2	1,091	1.5	67.9	46 oz.	21.2	8.6	
Orange-gpft. blend	4.9	460	1.5	62.2	46 oz.	23.7	9.5	
Tangerine	1.6	102	1.3	48.5	46 oz.	21.3	9.1	
Lemon	3.3	67	1.2	15.3	5 1/2-6oz.	9.8	32.5	
Apple	3.5	277	1.7	48.2	32 oz.	22.9	12.0	
Grape	5.3	227	1.4	29.9	32 oz.	37.5	24.7	
Pineapple	16.7	1,279	1.5	50.6	46 oz.	28.3	11.6	
Prune	5.9	379	1.7	36.2	32 oz.	32.1	18.3	
Tomato	20.3	1,743	1.7	48.9	46 oz.	27.1	11.6	
Vegetable combination	3.3	193	1.4	39.8	46 oz.	37.3	16.0	
Other juices	2/	313	2/	36.0	46 oz.	37.1	16.1	
Total	54.1	7,746	2.8	50.5			11.9	

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, May 1952 (4-week period)

Commodity	Purchases				Average prices	
	Percentage of all families buying	Total all families	Average per family	Size of average purchase	per actual unit	Cents
	Percent	1,000 gallons	Number	Ounces		
<u>Frozen concentrated juices</u>						
Orange	25.7	3,812	2.4	17.2	6 oz.	14.8
Grape	3.5	181	1.5	9.9	6 oz.	22.0
Grapefruit 1/	-	-	-	-	-	-
Orange-grapefruit blend 1/	-	-	-	-	-	-
Other concentrates	2/	89	2/	13.9	6 oz.	14.0
Total	27.0	4,184	2.7	16.4		
<u>Ade bases</u>						
Lemonade						
Frozen	4.0	212	1.4	11.0	6 oz.	15.1

1/ Too few purchases reported for analysis. Purchases are included in total.
 2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.---Fresh citrus fruit: U. S. total consumer purchases and average prices, May 1952 (4-week period)

Commodity	Purchases					Average price per dozen Cents
	Percentage of all:		Average per		Size of average purchase Units	
	families buying:		buying family			
	Percent	Total all families 1,000 boxes	Number			
Oranges						
California-Arizona	18.1	885	2.0		12.1	42.2
Florida	23.6	1,521	2.2		12.7	35.2
Texas 1/	-	-	-		-	-
Unidentified	9.9	414	1.7		12.0	38.2
Total	44.4	2,846 2/	2.4		12.4	38.1
Grapefruit						
California-Arizona	3.8	215	1.7		4.9	78.2
Florida	16.1	970	2.2		4.3	85.3
Texas 1/	-	-	-		-	-
Unidentified	10.1	463	1.7		4.4	85.3
Total	28.3	1,760 2/	2.2		4.4	84.4
Tangerines 1/	-	-	-		-	-
Lemons	24.3	308	1.7		6.2	44.2
Limes 1/	-	-	-		-	-
Total	60.3	4,916 3/	3.5		8.8	45.9

1/ Too few purchases reported for analysis.

2/ Includes small amount of purchases of Texas fruit.

3/ Total does not include small purchases of limes.

Source: National Consumer Panel of Industrial Surveys Company

Table 8.--Dried fruit: U. S. total consumer purchases and average prices, May 1952 (4-week period)

Commodity	Purchases					Average price per pound Cents
	Percentage of all families buying :		Average per family :		Size of average purchase :	
	Percent	Total Tons	Number	Ounces		
Apricots	1.9	371	1.2	11.8	64.3	
Dates						
Domestic	2.5	814	1.2	18.7	28.5	
Imported	1.8	288	1.2	9.4	46.1	
Unidentified	.3	67	1.6	16.5	31.7	
Total	4.5	1,169	1.2	14.9	33.2	
Mixed dried fruit 1/	-	-	-	-	-	
Peaches	1.4	305	1.2	13.2	41.5	
Prunes	11.3	5,112	1.4	23.9	24.7	

^{1/} Too few purchases reported for analysis.

Source: National Consumer Panel of Industrial Surveys Company